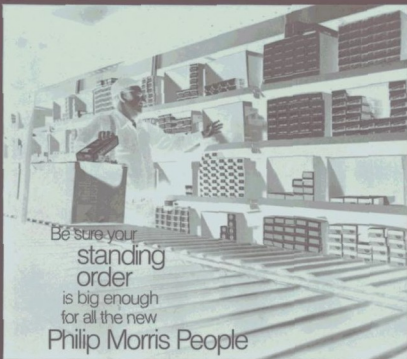


LEO BURNETT COMPANY, Inc.

Ad No. S-1935 - Standing Order #1 - Reg. No. 72036 - Short Page B/W - #15411 - Tobacco Trade - 72 - 1A1

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Be sure your
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order
is big enough
for all the new
Philip Morris People

- ☐ Millions of smokers of Philip Morris brands gave us the biggest sales increase in the industry last year: +11% overall.
- ☐ Better check your standing order for all Philip Morris brands. If you haven't increased it within the past few months, your risk of being out of stock gets bigger every day.
- ☐ And if your order isn't big enough to handle all the new Philip Morris People in all your outlets, someone's sure to be disappointed.



Our people make money for you

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